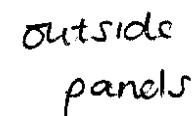
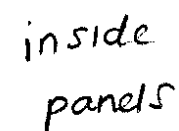


5'  $\frac{1}{4}$ " x 7'  $\frac{1}{2}$ "




Source: <https://www.industrydocuments.ucsf.edu/docs/fxnm0004>

2071440219

# Charcoal Filtered Plan

THEY'D SAY THEY'D  
STAY WITH IT. I WOULD  
LOOSELY THINKING ABOUT IT.



They'd say they'd stay with it. I would loosely think about it.

Save \$12.00 on TAREYTON!

One carton purchase any size CARLTON, CAPRI, PALL MALL or TAREYTON.

\$300 OFF

00267603SL 050627 73940

One carton purchase any size CARLTON, CAPRI, PALL MALL or TAREYTON.

\$300 OFF

00267603SL 050627 73947

One carton purchase any size CARLTON, CAPRI, PALL MALL or TAREYTON.

\$300 OFF

00267603SL 050627 73955

One carton purchase any size CARLTON, CAPRI, PALL MALL or TAREYTON.

\$300 OFF

00267603SL 050627 73973

inside  
panels  
(cont/d)

Give your regular brand a break!

There's a world of new pleasures, new tastes, and each a new surprise, all waiting for you.

Don't be afraid to change plans!

Your pleasure has only just begun.

Don't stop now! The savings are very smooth on the next page.

Could this plan be your plan?

outside  
panels  
(cont/d)

page two

2071440220

MANUFACTURED COMPANY / TOP QUALITY  
**\$200 OFF**  
 One carton purchase  
 any style MISTY or VICEROY  
 0025760531 0525627

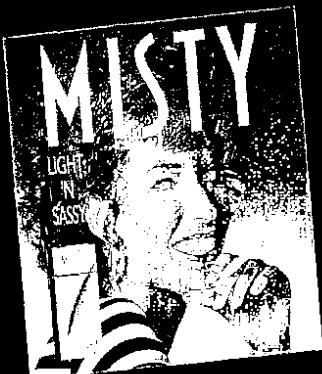
MANUFACTURED COMPANY / TOP QUALITY  
**\$200 OFF**  
 One carton purchase  
 any style MISTY or VICEROY  
 0025760531 0525627

MANUFACTURED COMPANY / TOP QUALITY  
**\$200 OFF**  
 One carton purchase  
 any style MISTY or VICEROY  
 0025760531 0525627

MANUFACTURED COMPANY / TOP QUALITY  
**20¢ OFF**  
 One pack purchase  
 any style MISTY or VICEROY  
 0025760531 0525627

## Light Price Plan

MISTY is the most stylish way to save - without extra low price every day!



Extreme Savings on MISTY or VICEROY!

MISTY: 100's 9mg "tar", 0.8mg nicotine; VICEROY: 100's 9mg "tar", 0.8mg nicotine, 100's 10mg "tar", 0.9mg nicotine; KS, 15mg "tar", 1.1mg nicotine per cigarette by FTC method.

## Everyday Low Price Plan

VICEROY saves you money day in, day out - and that's Extreme Savings Coupons, you save even more!



Also available in Ultra Lights.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

inside panels (cont/d)

MISTY: 100's 9mg "tar", 0.8mg nicotine; VICEROY: 100's 9mg "tar", 0.8mg nicotine, 100's 10mg "tar", 0.9mg nicotine; KS, 15mg "tar", 1.1mg nicotine per cigarette by FTC method.

**Congratulations!**  
 You've found two sets of savings!

Look closely at the coupons right here. There's a BONUS set of Extreme Savings Coupons. To save big on the best-tasting Value Brands made!

Don't miss out on this deal!

Plan on Extreme Savings soon!

VICEROY: 100's 9mg "tar", 0.8mg nicotine; VICEROY: 100's 9mg "tar", 0.8mg nicotine, 100's 10mg "tar", 0.9mg nicotine; KS, 15mg "tar", 1.1mg nicotine per cigarette by FTC method.

**We want to hear from you!**

If you can't find the brand and style of your choice at your favorite store... or if you have any questions or comments... please call us at 1-800-341-5211.

Flip the page for a new savings plan!

VICEROY: 100's 9mg "tar", 0.8mg nicotine; VICEROY: 100's 9mg "tar", 0.8mg nicotine, 100's 10mg "tar", 0.9mg nicotine; KS, 15mg "tar", 1.1mg nicotine per cigarette by FTC method.

**Give your regular brand a break!**

There's a world of new pleasures... new tastes... and exciting new savings... all waiting right here.

Valuable coupons just for a flip of the card!

Don't be afraid to change plans!

outside panels (cont/d)

apx three